MULTIMEDIA UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 1, 2022/2023 (TERM ID 2210)**

## LLC 0015 – LANGUAGE AND COMMUNICATION

(All Groups)

16th February 2023
9.00 a.m. – 11.00 a.m.
(2 Hours)

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**INSTRUCTIONS TO STUDENT**

1. This question paper consists of **FIVE** printed pages with **4** sections.
2. Answer **ALL** questions.
3. Write **ALL** your answers in the Answer Booklet.

## SECTION A: MULTIPLE CHOICE [5 MARKS]

Instructions: Answer ALL questions in this section.

1. What is the name of the branch of linguistics that studies how words may be combined into phrases and sentences?

A. Syntax
B. Semantics
C. Phonology
D. Morphology

2. Which is the type of grammar that provides rules and tells speakers how they SHOULD use the language?

A. Intensive Grammar
B. Universal Grammar
C. Descriptive Grammar
D. Prescriptive Grammar

3. The relationship between speech sounds and the meanings they represent is mostly…

A. natural
B. symbolic
C. arbitrary
D. meaningful

4. The study of the biological and neural foundations of language is called…

A. Sociolinguistics
B. Neurolinguistics
C. Psycholinguistics
D. Computational linguistics

5. The study of the linguistic meaning of morphemes, words, phrases, and sentences is called…

A. Syntax
B. Semantics
C. Phonology
D. Morphology

**Continued…**

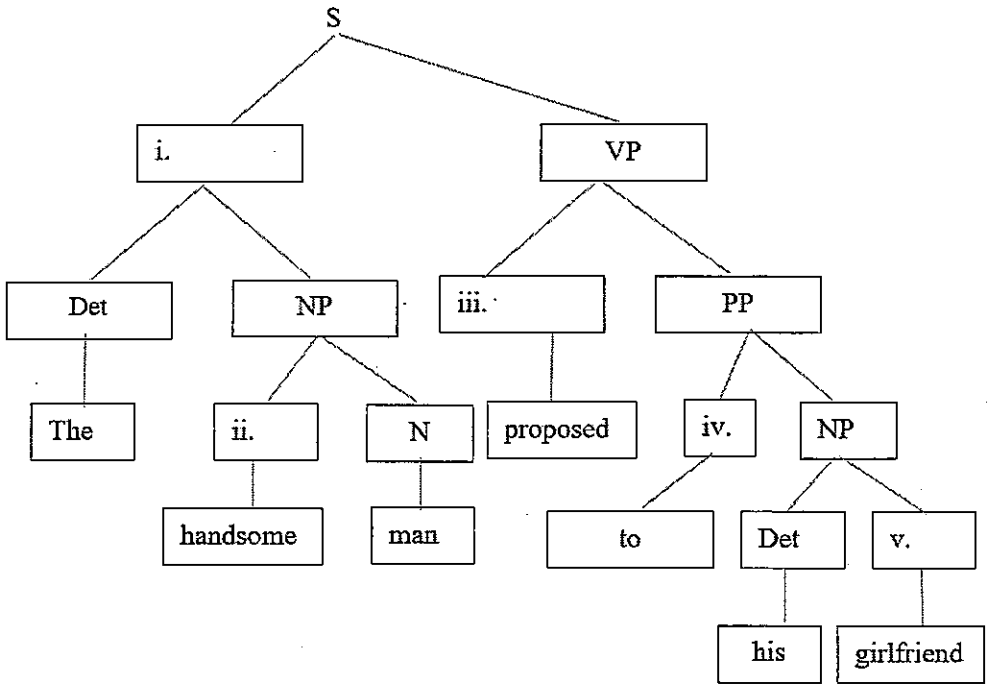
**SECTION B: TREE DIAGRAMS [15 MARKS]**

PART 1 - Instructions: Draw the hierarchical structure of the following words by using tree diagrams.

1. unbreakable
2. organisation
3. improvement
4. disregard
5. reproduction

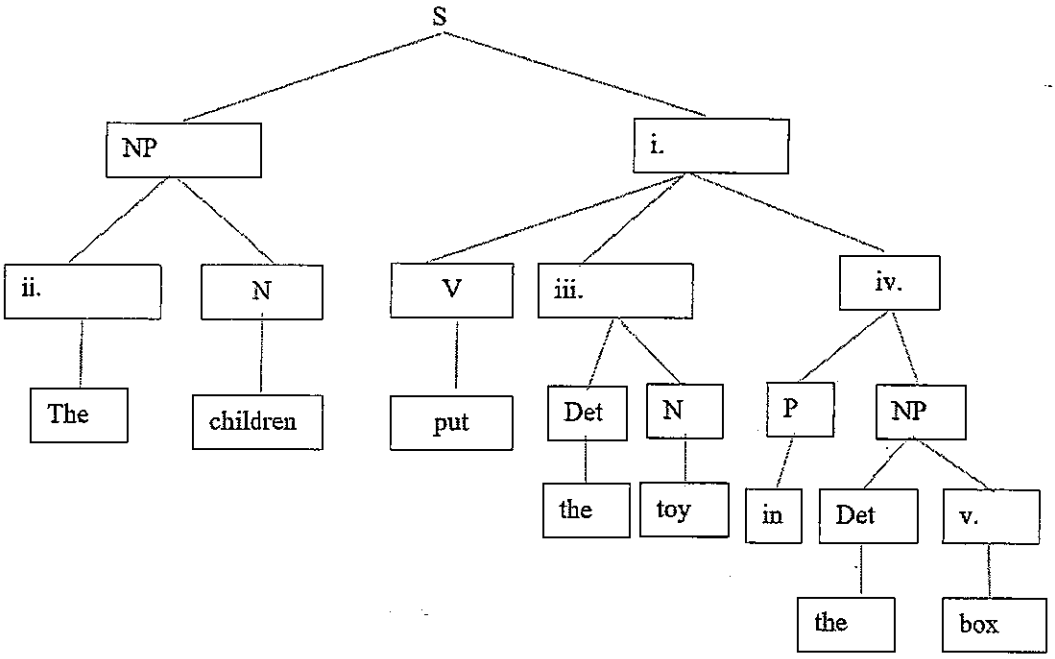
PART 2 – Instructions: Fill in the blanks with the correct words/phrases/terms.

Sentence 1: The handsome man proposed to his girlfriend.




**Continued…**

Sentence 2: The children put the toy in the box.




**Continued...**

## SECTION C: TRUE/FALSE [10 MARKS]

Instructions: Answer ALL questions in this section. Write T if the statement is TRUE and F if the statement is FALSE.

1. Children learn a language simply by memorising.
2. Children are taught grammar rules by their parents/guardian.
3. Behaviourism focuses on people's behaviours, which are directly observable.
4. In the past, language was viewed as a kind of verbal behaviour.
5. Noam Chomsky was one of the founders of behaviourist psychology.
6. Children mostly learn a language through imitation.
7. When conversing with a child, the parents/guardian would tend to focus on the correctness of the content more than on grammaticality.
8. Connectionism is a computer model of language representation and acquisition.
9. Child-directed speech (CDS) is also known as baby talk.
10. Bisyllabic content words can be trochaic, which means that stress is on the second syllable, such as the word paper.

**Continued...**

## SECTION D: SHORT ANSWER & ESSAY [20 MARKS]

PART 1 - Instructions: Answer ALL questions in this section.

1. Discuss THREE (3) reasons for communicating with other people. (3 marks)

2. Human communication is inevitable. What does this statement mean? Explain by sharing an example. (2marks)

3. A competent communicator thinks critically and mindfully. Discuss THREE (3) ways to actively increase your mindfulness when communicating. (3 marks)

4. Your friend has been posting sensitive content on social media which might affect his/her chances at getting a job. How would you talk to your friend about the above issue without being too critical? (2 marks)

PART 2 - Instructions: Write a plan of about 200 words based on the scenario below.

Imagine you are presenting to a group of smokers to persuade them to quit smoking. How would you communicate your message?
In your plan, you need to clearly state:

a. Your purpose
b. Your ideas to establish credibility
c. Your persuasive techniques
d. Your persuasive visuals

**End of Paper**